

REMARKS

Claims 1-20 were previously rejected in the Official Action dated November 25, 2002. In this Amendment, claim 1-20 have been canceled and new claims 21-40 have been added.

U.S. Patent No. 5,870,717 to Wiecha relates to a system for ordering items over a computer network using an electronic catalog. Wiecha does mention that "where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted." (emphasis added). Wiecha provides no disclosure or suggestion of how the "Compare" icon works. Wiecha does not disclose or suggest displaying product image data and textual data on a display for side-by-side comparison based on display instructions received from a vendor's computer as recited in independent claims 21 and 32, let alone other specific features recited in the independent and dependant claims.

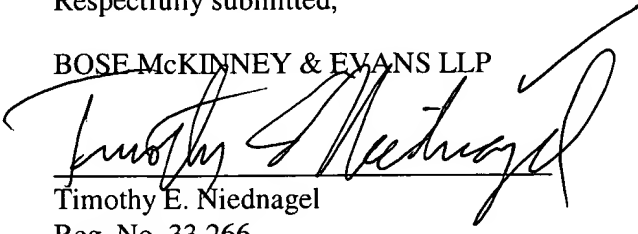
Applicant does not admit that Wiecha qualifies as prior art. Applicant reserves the right to file a Declaration under Rule 131 to remove Wiecha as a reference.

Cameron et al. teaches displaying source catalog cover pages (Fig. 18; col. 13 lines 57-67) and displaying pages of a catalog sequentially (Fig. 19; col. 14 lines 26-60). Cameron also does not disclose or suggest displaying selected product image data and textual data for side by side comparison based on display instructions received from a vendor's computer as claimed in independent claims 21 and 32, let alone the specific features recited in the independent and dependent claims.

For at least these reasons, Applicant submits that claims 21-40 are in condition for allowance. Such action is respectfully requested.

Respectfully submitted,

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